

8 Things You Can Do Right Now to Promote the 2020 Census

The 2020 Census is almost complete, but there are still several ways local community leaders and Complete Count Committees (CCCs) can encourage people to respond to the 2020 Census on their own or by cooperating with a census taker. Try one of the ideas below or let this list inspire a new one! Be sure to keep social distancing and local health guidelines in mind as you plan.

1. [Organize a phone and text banking blitz](#) to reach everyone in the community, reminding them to cooperate with census takers and respond. Incentivize people to reach or surpass a specific goal, e.g. 100 calls and 100 texts.
2. [Host a press conference or media event](#) in mid-October to do a final push. Consider hosting it at an iconic spot in the community, or by a hospital or school to remind people what's at stake. Livestream the event for virtual participation.
3. [Set a final response rate challenge](#) for the community or a friendly competition against another one, pushing for XX% self-response rate by the deadline. Share frequent updates via social media and consider a fun reward or incentive if you reach your goal.
4. [Paper the town](#): Ask for volunteers to help post as many fliers as they can around the community, reminding people to cooperate with census takers and respond. Incentivize people who post the most.
5. [Designate a weekend in October for Census Saturday](#) and ask local trusted voices, partners, and community leaders to post to social media reminding people to respond and answer the door or phone to census takers.
6. [Ask the fire department, local schools, and other organizations](#) to promote census response on their marquees and sidewalk signs, or to participate in a socially distant community parade.
7. [Encourage local businesses](#) to include a call to respond on paper and digital receipts or include fliers or stickers in food and shopping bags.
8. [Select sites in key locations](#) around the community during one full week in October to promote response in front of grocery stores, libraries, health clinics, parks, and pharmacies. [Contact your local Area Census Office](#) to ask if census takers can be on site for Mobile Questionnaire Assistance.

Learn more at 2020census.gov.

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